

Great American Media **Democratic Congressional Cpgn Comm/ Issue**
1010 Wisconsin Avenue NW **Submission Number 261** **Issue 2**

Washington DC 20007



WNCN-TV

1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Democratic Congressional Cpgn Comm/ Issue	Submission Cost:	17240	Campaign Ref:	E-120829038
Buyer:	"	Client/Product/Estimate:	11/14/1474	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/08/12	Weeks:	2	Order Ref:	06300769
Est./PO Number:	06300769	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product:	Dccc	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	Total	C
2	M-F 4p Ellen .TWTF..	03		250	Nbr of Spots	2		2	
3	M-F 5p Judge Judy .TWTF..	03		250	30 Comme	2		2	
4	M-F 530p Judge Judy .TWTF..	03		250	30 Comme	2		2	
5	M-F 6p News .TWTF..	03		305	30 Nbr of Spots	2		2	
6	M-F 6a News .TWTF..	03		350	30 Nbr of Spots	2		2	
7	M-F 7a Today Show .TWTF..	03		650	30 Nbr of Spots	2		2	
8	M-F 730p Extra .TWTF..	03		275	30 Nbr of Spots	2		2	
9	Sun 815p ET 715p CT NBC Sunday Night FootballS	03		11000	30 Comme	1		1	
10	M-Su 11p News .TWTFSS	03		615	30 Nbr of Spots	2		2	
Weekly Totals:				19		19		19	

Local

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Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/01	10/08	Total	C
11	M-F 1135p ET / 1035p CT Tonight Show :TWTF..	03		175	30	Nbr of Spots	2		2	

Weekly Totals: Total Spots(Ord Spots)

Grand Totals

Month 10 Weeks: 4

		Totals	10/01	10/08	
			19	19	0

Spots

Cost

17240

Grand Totals:

Spots:

19

Gross Total:	17,240.00
Commission:	2,586.00
Net Total:	14,654.00

REP HEADLINE# 6300769
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP28/12 19-20
*** WNCG-TV ***

ADV #	ADV.	NAME ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY.	NAME GREAT AMERICAN MEDIA	BUYER NAME MIKE FURMAN		
3050 K ST NW, WASHINGTON, DC 20007			SALES PRSN WA-	MICK NESCI (H)	
ORDER #	CONTRACT # 6300769	EST#1474 COMMENTS: (LINE, ORDER, INVOICE)	CLASS: NATL.	LOCAL	REGIONAL
PRDCT DCCC	FLIGHT DATES OCT2/12 OCT8/12 WK-1	CITY TAX STATE TAX CO-OP BILLING NEEDED	DATE SEP28/12 19.20		

REP: REVISED ORDER

ZEROED LN 1
ADDED LN 11
NEW TTL 17420
PLS CFM

THANKS, MIKE FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:

M1 OK'D BUY#1 MISSED: TU-F/1135P-1235A OCT2 (2/WK) 30S \$170.00 (SEP28/12)
OFFER: TU-F/1135P-1235A OCT2 (2/WK) 30S \$175.00 PLS ADVISE.

CMT: RATE REVISION PER STEVE

CONTRACT TOTAL 17240.00
TOTAL SPOTS 19

REP HEADLINE# 6300769
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

HARRIS REPORT FROM REP SEP28/12 19.03
CHANGES *** WNCN-TV ***

ADV # _____ ADV. NAME ISS/DCCC

AGY # AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,

WASHINGTON · DC 20007

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ORDER # _____
CONTRACT # 6300769

PRDCT DCCC EST#1474 COMMENTS: (LINE, ORDER,

FLIGHT DATES OCT2/12 OCT8/12 WK-1

二二二

REP: REVISED ORDER
REPORT IN 1

THANKS, MIKE FOR MICK

STA : * * * PLS SEE M1 RATE REVISION PER STEVE W/O 10/11
PLS REVISE ASAP
THX. CHERRYL 9/28

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DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1474
AGENCY REPORT CODE = 14

S 1135P-1235A 30 \$170.00 10/

PROGRAM : TONIGHT SHOW

CON COMI: TONIGHT SHOW

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REP HEADLINE# 6300769
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT * FROM REP SEP28/12 19.03
CHANGES *** WNCR-TV ***

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK	: DAYS	: TOTAL:	: SPTS:
:	LINE#:	:	:	:	:	:	:	DATE	DATE	/WK:	INVT	:		
11	A	1135P-1235A	30				\$175.00	10/2	10/5	2		TU-F	2	
PROGRAM : TONIGHT SHOW														
ORD COM1: RATE REVISION PER STEVE														
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-1 FOR 2 SPOTS/WK														
STATION MAKEGOOD OFFERS:														
M1	OK'D	BUY#1			MISSING: TU-F/1135P-1235A	OCT2 (2/WK)	30S	\$170.00			(SEP28/12)			
					OFFER: TU-F/1135P-1235A	OCT2 (2/WK)	30S	\$175.00			PLS ADVISE.			
CMT: RATE REVISION PER STEVE														
OCT/12					CONTRACT TOTAL			17240.00						
					TOTAL SPOTS			19						

MARKET TOTALS \$172,300 WNCR 10% WRAL 43% WTVD 35% WRAS 10% WRDC 0% WLFL 2% CABL 0%
ESTIMATED SHARES
SVC- NSI BOOKS - NOV/11 NOV/PJ
DEMOs- RA35+*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6300769
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

29/12 12-55
WN CN-TV ***

ADV	#	ADV.	NAME	ISS/DCCC
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REP. #	OFF. #	SALESMAN #
BUYER	NAME MIKE FURMAN	
SALES	PRSN WA - MICK NESCI (H)	

WASHINGTON, DC 20007
CONTRACT # 63000769
ORDER #

CLASS - NATURAL. LOCAL. REGIONAL.

PRDCT DCCC EST#1474 COMMENTS: (LINE, ORDER,

ICE)

FLIGHT DATES		OCT2/12	OCT8/12	WK-1
CITY TAX	STATE TAX			
		CO-OP	BILLING	NEEDHE

DATE AUG29/12 12.55

REP: NEW ORDER

TTL 17230 @ 19X
PLS CFM
THANKS: MIKE FOR MICK

ECF

CON CM * * * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * * *

6/29

REP HEADLINE# 6300769
*** ORIGINAT REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP *

AUG 29 / 12 12 . 55
*** WNCN-TV ***

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date
-----------------------	------

I, Sarah Lervene
do hereby request station time concerning the following issue:

--	--	--	--	--	--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

AS ORDERED

Total Charges:

This broadcast time will be used by: Democratic Congressional
Campaign Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

<i>Democratic Congressional Campaign Committee 430 South Capitol St. Washington, DC 20003</i>

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Kristie Mark, chief operating officer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/18/11

Date



Signature

202 338 8700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

AS ORDERED

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.